Multimedia Specialist

CLASS TITLE	CLASS CODE	SALARY GROUP	SALARY RANGE
MULTIMEDIA SPECIALIST I	1850	B20	$51,158 - $81,351
MULTIMEDIA SPECIALIST II	1851	B22	$57,614 - $93,138
MULTIMEDIA SPECIALIST III	1852	B24	$65,104 - $106,634

GENERAL DESCRIPTION

Performs multimedia operation and production work involving the design creation, preparation, production, and technical editing of multimedia content using photographic, audio, and/or video equipment and software.

DISTINGUISHING CHARACTERISTICS

The Multimedia Specialist job classification series is intended for positions responsible for the production of multimedia content (such as photographs, video, audio, animation, graphics, and other forms of digital media) using technical equipment and software. Employees in this series primarily focus on content production rather than the design or communication aspects of the content. In contrast, the Creative Media Designer job classification series is intended for positions that are responsible for the creation of graphics and multimedia designs with a focus on design and visual communication.

Additionally, the Multimedia Specialist job classification series is not intended for positions that focus on the installation, maintenance, and repair of photographic, audio, video, lighting, and other related equipment, as those functions are more in line with the Multimedia Technician job classification series. Nor should the Multimedia Specialist job classification series be used for employees who are responsible for the backend technical aspect of website design or the design and optimization of user interfaces and/or user experience on digital platforms, for which either the Web Administrator job classification series or the User Experience/User Interface (UX/UI) Designer Series would be appropriate, respectively, depending on the preponderance of the job duties.

EXAMPLES OF WORK PERFORMED

Produces multimedia content, such as video, audio, animation, and digital content, using necessary equipment to capture images, video footage, audio recordings, and/or design animations.

Edits visual multimedia content (photos, videos, animations) for production and distribution, including color correction, special effects, and slide duplication.

Mixes and edits audio recordings, including adding sound effects, and ensures sound balancing and audio quality for use in multimedia content or other distribution needs.

Develops the layout and production design of printed and digital publications, such as magazines, journals, reports, and other publications.

Maintains audiovisual media libraries and catalogs.

Collaborates with agency staff on multimedia content needed for agency publications, website design, social media content, or other communication channels.

Coordinates the scheduling, setup, and production of real-time live multimedia content, including the integration of audio and visual components.

Performs related work as assigned.

DESCRIPTION OF LEVELS

Examples of work and descriptions are meant to progress through the levels. For example, an employee at level III may also perform work listed for the previous level.

***Note**: Factors that may distinguish between levels include the degree of independence in performing the work; the complexity of the work; the scope of responsibility; and the employee's related work experience, education, and certifications. Employees at the journey level (level I) may independently perform the full range of work identified within their current level and may assist others in performing work of greater complexity.*

MULTIMEDIA SPECIALIST I: Performs complex (journey-level) multimedia operation and production work. Works under general supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may routinely assist others in performing work of greater complexity.

***Note**: Senior-level employees (levels II-III) may serve in a lead or supervisory role; however, supervisory responsibilities within this job classification series will typically be found at level III, depending on the structure and size of the supervised work group.*

Senior-level employees may perform the full range of work identified in the levels preceding their own and may coordinate or oversee that work for others. Factors that may distinguish between senior levels include the scope of responsibility, oversight, and authority; the complexity of the multimedia project, the scope and impact of the work performed; and the employee's related work experience, education, and certifications.

MULTIMEDIA SPECIALIST II: Performs highly complex (senior-level) multimedia operation and production work. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may serve as a lead worker proving direction to others, and may:

- Develop, conceptualize, and direct small-scale multimedia projects or campaigns, including the creation of storyboards, planning for the use of talent, the writing and visualization of scripts, and the use of graphics.
- Plan and organize production structure and all aspects of video production.
- Evaluate, review, and select multimedia content for publication and distribution, ensuring that content meets quality standards.
- Recommend distribution strategies for targeted multimedia content.
- Recommend solutions to multimedia production issues and setbacks.

MULTIMEDIA SPECIALIST III: Performs advanced (senior-level) multimedia operation and production work. Works under limited supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may:

- Establish creative direction, production quality standards, and operating and production procedures for multimedia content.
- Develop strategic plans for production and distribution of multimedia content.
- Manage budget relating to the production and operations of multimedia content.
- Oversee large-scale multimedia projects and campaigns, involving coordinating projects with external vendors, stakeholders, and/or agencies.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Agencies have the discretion to identify the general or specialized experience, education, or certifications required for positions and may tailor qualification requirements to specifically meet the agency's business needs. Agencies may substitute experience, education, military service, apprenticeships, and relevant credentials for one another, if appropriate and allowed by statute.

KNOWLEDGE, SKILLS, AND ABILITIES

For all levels

- Knowledge of multimedia design; photography, videography, audio, animation and other multimedia content techniques, and equipment; and multimedia production methods and procedures.

- Skill in the use of multimedia creation and editing equipment and software, including special effect software.

- Ability to plan, develop, and produce multimedia content, and to communicate effectively.

Additional for Multimedia Specialist II level

- Ability to serve as a lead worker providing direction to others.

Additional for Multimedia Specialist III level

- Ability to develop strategic plans and budgets, and to supervise the work of others.